

City of Fredericksburg

Bill Freehling

Director, Economic Development and Tourism

Oct. 14, 2020

About me

- Director of EDT since July 2016
- Before that assistant director for two years
- Before that FLS business reporter for 10 years
- Live in downtown Fredericksburg
- Married with two kids (8 and 10) and one dog

City of Fredericksburg

About Fredericksburg EDT

- 706 Caroline Street
- Five FTE, 15 PT
- Goals: Increase tax revenue, promote Fredericksburg, grow economy
- Economic Development:
 - Business attraction
 - Business retention and expansion
 - Promotion of City, its businesses
 - Workforce development
- Tourism:
 - Market City to consumers, groups
 - Run FXBG Visitor Center
 - Oversee VisitFred.com, social media
 - Window Wonderland, Restaurant Weeks

EDT role in overall organization

- I report to City Manager
- City Manager reports to elected City Council
- City Council sets overall direction, staff carries it out
- We work closely with Parks and Rec, Planning, Public Works



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Fred Focus

Your weekly source for Fredericksburg business and tourism information and events.

[Department of Economic Development and Tourism](#)

September 24, 2020



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Why Fredericksburg

**Welcome to
Fredericksburg, VA**

A proud City with unlimited potential

FredericksburgTM
TIMELESS.
SPOTSYLVANIA STAFFORD

DISCOVER ▾

STAY

DINE

EVENTS

BLOG ▾

PLANNERS ▾



FREDERICKSBURG

SPOTSYLVANIA COUNTY

STAFFORD COUNTY

Each building in Fredericksburg's 40-block historic district holds a unique story. Whether you're learning about them from a horse drawn carriage, a trolley or a walking tour, you'll enjoy all that Fredericksburg has to offer. [More info](#)

Freehling Finds (Weekly Video)

- <https://www.youtube.com/watch?v=IrFzx4mf9fs&list=PLtuxtF-76btSOChbZBvAgRd2n0lC9CYCX&index=1>
- <https://www.youtube.com/watch?v=Gr1fAB6Tbb8&list=PLtuxtF-76btSOChbZBvAgRd2n0lC9CYCX&index=7>
- <https://www.youtube.com/watch?v=Ki5aRaZ-itg&list=PLtuxtF-76btSOChbZBvAgRd2n0lC9CYCX&index=12>

Fredericksburg's attributes

- Great location
- History
- River, outdoor opportunities
- Walkability and authenticity
- Broadband/telework
- Relative affordability
- Center of fast-growing region (10.2 square miles)
- UMW, MW Hospital
- Amtrak/VRE
- Workforce
- Community pride, traditions
- Restaurants, art galleries, retail
- https://fredericksburg.com/news/local/fredericksburg-listed-as-one-of-best-places-for-seniors-in-u-s/article_4bd94d52-b7cd-5071-9594-c53f41f48fef.html

On the horizon...













Questions?

*Thanks for having me
“here” today!*

City of Fredericksburg